

A Revolutionary Approach: Bringing an Equity Focus to Smart Growth by Engaging Marginalized Populations

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Bringing an Equity Focus to Smart Growth

Seattle's Neighborhood Planning



Bringing an Equity Focus to Smart Growth

Common
perception
of
community
-based
urban
planning

*Prise de la Bastille,
1789*



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Neighborhood planning in Seattle

- Washington's Growth Management Act context
- Urban villages, hubs, centers and what happens when 10,000 people show up to plan (1996-2000)
- Both the process and final plans yield value
- Implementing plans is hard politically and financially

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Neighborhood Planning in Seattle

Middle-age Slump

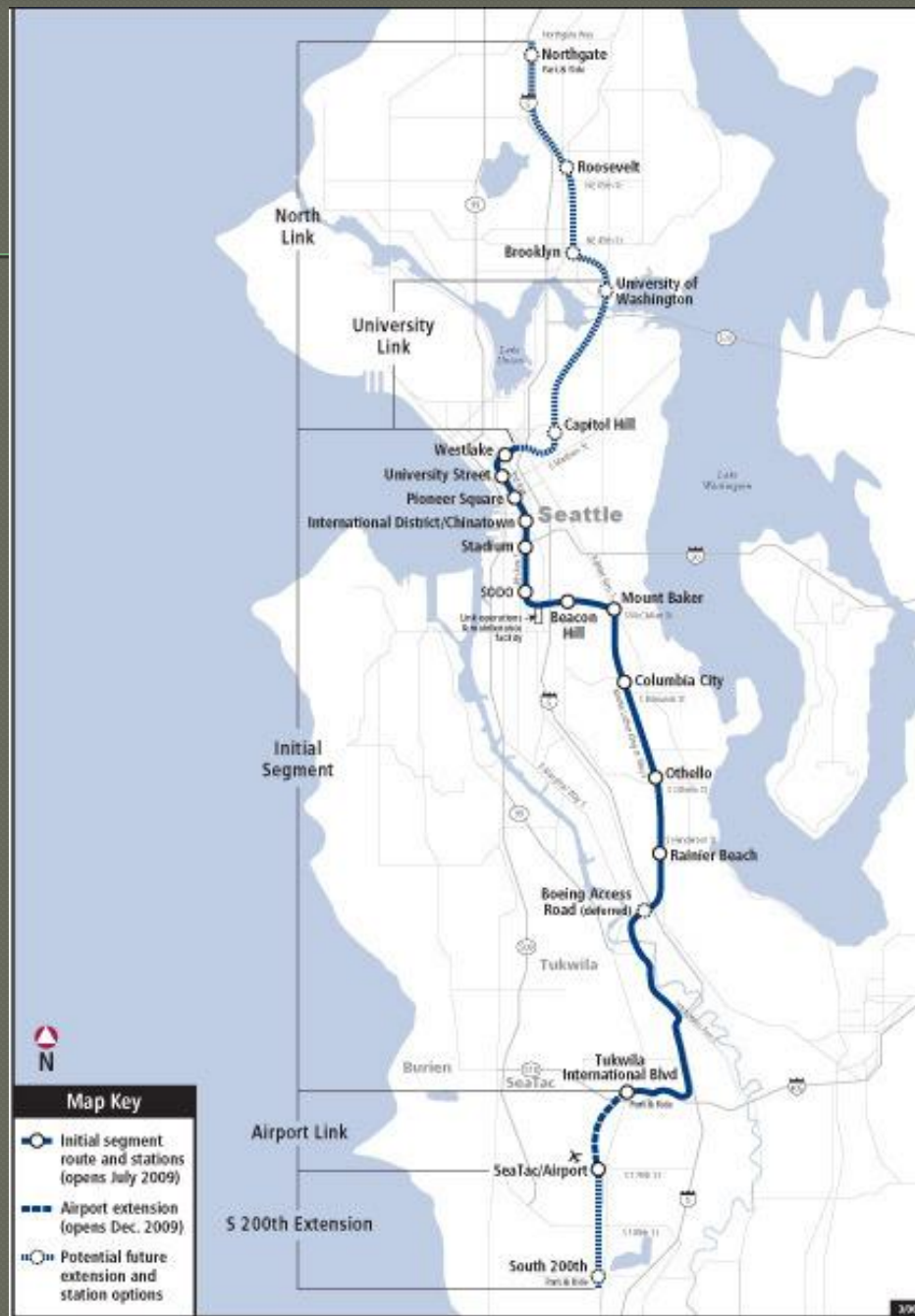
- 20-year plans at age 10
- “But you already gave us growth targets and we already planned!”
- Plan Updates – 2009 - ?
- Goal: More inclusive Outreach and Engagement
- How: Neighborhood Planning Race and Social Justice Toolkit

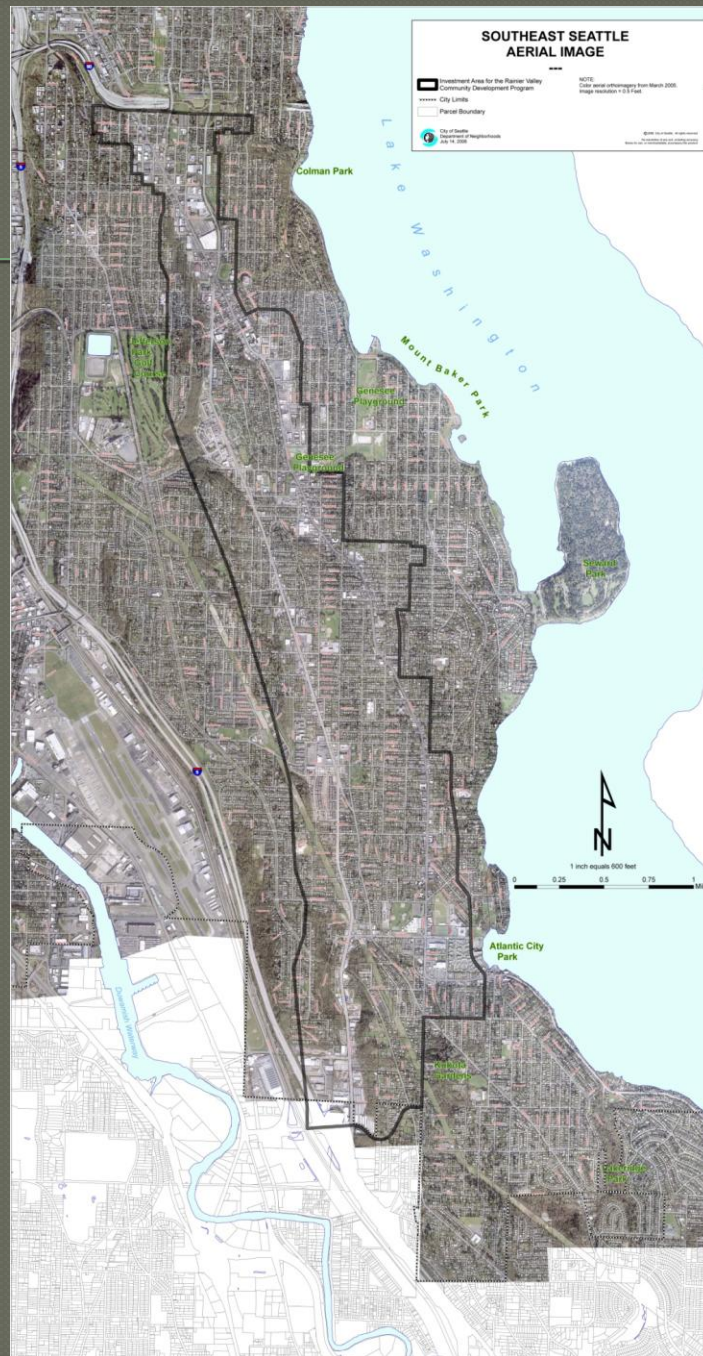
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Neighborhood Planning in Seattle

2009 focus on updates in Southeast Seattle

- “Opportunities” of light rail stations.
- Ongoing challenge of long, linear arterials.
- Greater proportion of low-income families and housing relative to other neighborhoods.
- Greater proportion of new immigrant and non-English speakers relative to other neighborhoods.
- Competing philosophies of development and the role of government







1999



2005

Othello Station Area





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Seattle's Race and Social Justice Initiative

Imagine a city where ...

- Race does not predict the quality of education you receive, or whether you will graduate from high school.
- Race does not predict your likelihood of going to prison.
- Race does not predict your likelihood of being homeless.
- Race does not predict how long you will live.
- Race does not predict the survival of your baby.
- Race does not shape your career opportunities or predict how much you earn.

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Seattle's Race and Social Justice Initiative

- The mission of the Race and Social Justice Initiative is to end institutionalized racism in City government and promote multiculturalism and full participation by all residents. RSJI is committed to meaningful change. We all need to work to end racism in Seattle.
- The Race and Social Justice Initiative envisions a city where racial disparities have been eliminated and racial equity achieved.

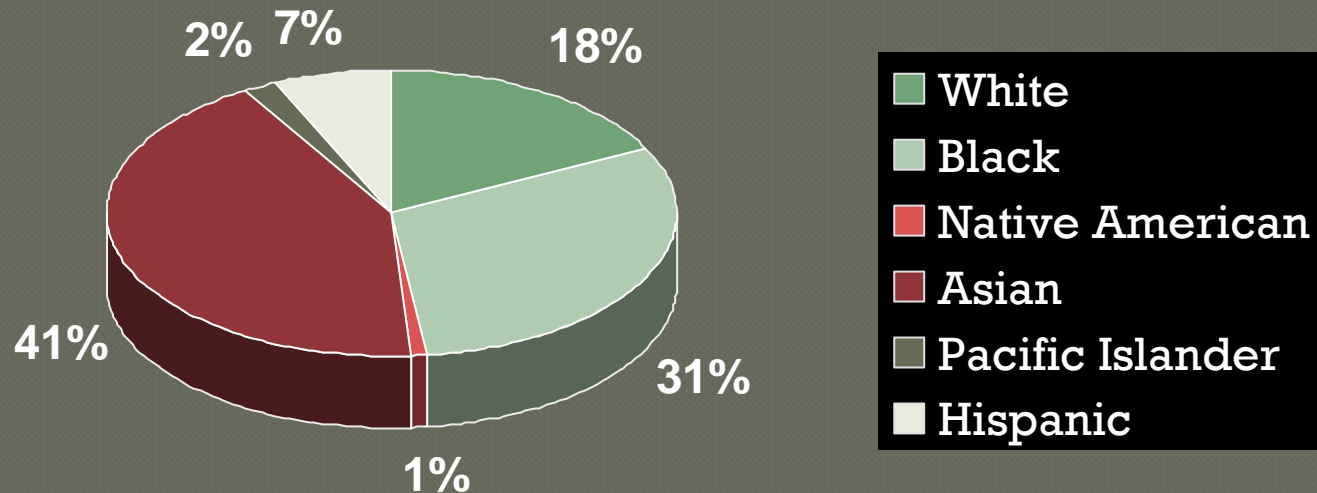
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Seattle's Race and Social Justice Initiative

- Goal 1 – End racial disparities internal to the City
- Goal 2 – Strengthen the way the City engages the community and provides services
- Goal 3 – Eliminate race-based disparities in our communities

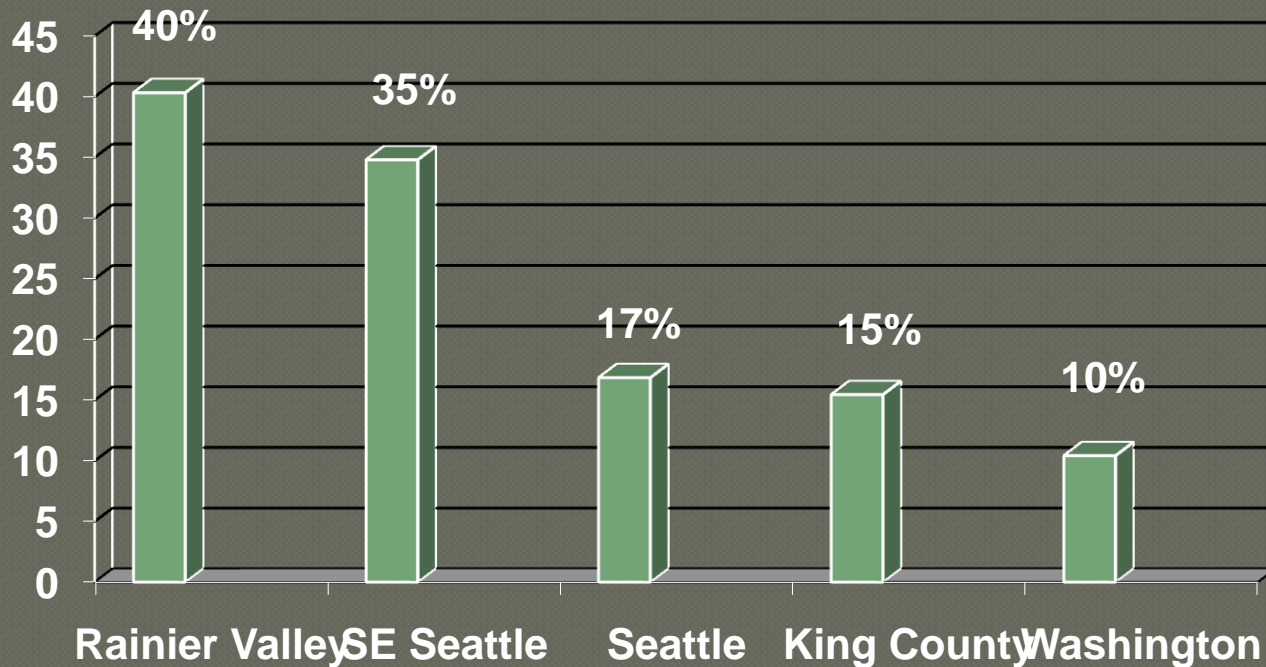
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Racial Composition Rainier Valley



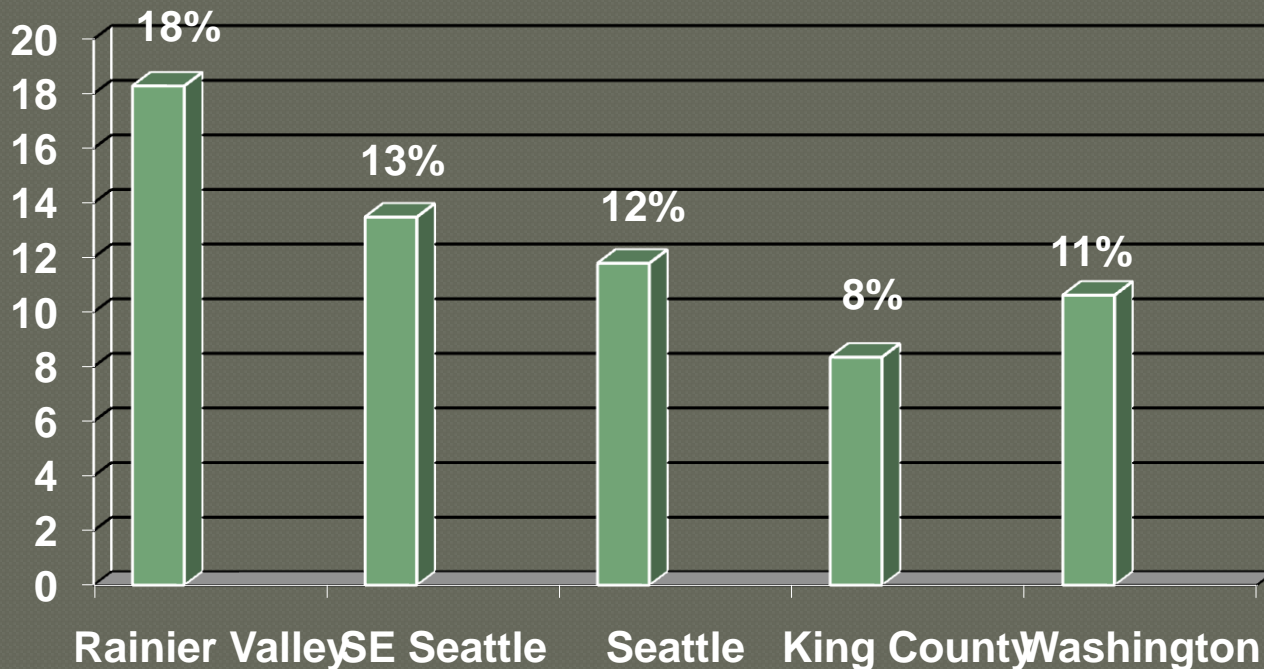
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Foreign Born Rainier Valley



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Poverty Rate Rainier Valley



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Race and Social Justice Toolkit

Why an Equity Tool?

- Assess community conditions, disparities and the desired community impact
- Expand opportunity and access for individuals
- Minimize unforeseen impacts of growth and new policies
- Affect systemic change
- Promote culturally inclusive collaboration and civic engagement; and
- Elevate awareness of racial/cultural issues

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Race and Social Justice Toolkit

Three Parts:

- Data Worksheet
- Outreach and Engagement Worksheet
- Content Worksheet

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Inclusive Community Outreach



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Seattle's Neighborhood Planning



2009 Neighborhood Plan Updates in three neighborhoods:

- MLK @ Holly Street (Othello)
 - North Rainier Valley
 - and, North Beacon Hill
-
- Planning Outreach Liaisons hosted **80 workshops** throughout Southeast Seattle and the Greater Duwamish. These workshops were attended by **1,650 participants—stemming from 13 traditionally under-represented communities.**



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WHY INCLUSIVE CIVIC ENGAGEMENT?

- To Implement Healthy Democracy
- To Build Community Relations
- To Increase Community Ownership
- To Create a City that is Enriched by its Diverse Cultures

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2009 Neighborhood Plan Update Outreach – Planning Outreach Liaison (POL) Model

- Based on Annie E. Case Foundations
“Trusted Advocate Model”
- Inclusivity
- Economic and Social Equity
- Accessibility
- Community Empowerment



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Who are the Neighborhood Planning Outreach Liaisons?

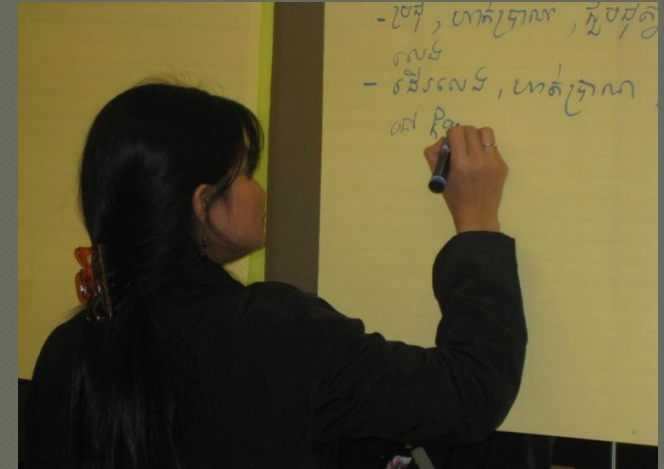
- Experience and sensitivity when working with diverse communities
- Bicultural
- Bilingual (if applicable)
- Familiarity with their respective community
- Translation Experience (if applicable)
- Interpretation Experience (if applicable)
- Experience conducting outreach
- Facilitation Experience

Building Bridges

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Neighborhood Plan Update – Identified Historically Underrepresented Communities

- Seniors and People Living with Disabilities
- Youth
- Native Americans
- African Americans
- Amharic-Speaking (Ethiopian)
- Cantonese & Mandarin-Speaking (Chinese)
- Khmer-Speaking (Cambodian)
- Oromiffa-Speaking (Ethiopian)
- Somali Speaking (Somali)
- Spanish-Speaking (Latino)
- Tagalog-Speaking (Filipino)
- Tigrinya-Speaking (Eritrean/Ethiopian)
- Vietnamese-Speaking (Vietnamese)



The Community

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Neighborhood Plan Update – POL Hosted Workshop & Facilitation

- POLs facilitated workshop—in their respective languages
- Familiar Community Spaces (Local)
- Use of community vendors, restaurants, caterers and licensed daycare providers
- Materials and technical support provided by the City of Seattle



POL – Workshops & Facilitation

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POL - Interpretation

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POL - Translation

Bringing an Equity Focus to Smart Growth

WAAYEE QOPHII GANDAA

BARA 1995 HAGA 2000 MAGAALAAN SIYAATIL QOPHII GANDAA 38 UUMTE. QOPHIN CUFU AKEKA, TARSIMOO FI XIINKALLAA GANDA UFU UF KEESSAA QABA HAALA MAGAALATTIN QOPHII HEDDUU QABDU GARGARU JIJIRRAMNI DHUFUTTI JIRA. SIYAATIL GUDDACHUTTI JIRTI.

EEGA QOPHIN GANDAA DURA WIXINAMEE WAGGAAN KUDHANII OL DABKEE JIRA, AKKASUMA JIJIRRAMNI MAGAALAA TEENNAAF DHUFAA JIRA. SIYAATIL DALAGAA, HAWAASAA ADDA ADDAATIN GUDDATAA JIRTI.



HAALLI DHIYOO TANAA GARA HIRRE HAARAYAA FI QOPHII GANDA GARI DURAAHII FOYYESUTTI NU GEESSE. QOPHILEE GANDAA FOYYESSUUN QUBATTOOTTA AKKA ISANI MAGAALAA SIYAATIL WALIN HARIRANII FI ITTI FUFANII UMMATA QABEENA, WAGGAA, FEDHII FI JIREENNA BIFA CUFATAAF HAWAASA DAGAAGSAN ISAN TAASISA.

GABAASA HAALA QOPHII GANDAA

AANJAA QOPHII GANDAUF FUUL-DURATTI GODHAMU ILAALUUF, DALAGDOOTNI MAGAALAA GUUTUU SIYAATILUTTI HAWAASA WALIN NI DALAGANII GILGALA GANDA CUFAA KUNIS HEDDUMINAA NAMA, GUDDINA, GEEJIBAA, FI BAKKA TAJAJILAA UUMUUF. GABAASNI HAALA KANAA MURTIILEE QOPHII GANDAA WAGGAALLE DHUFUU DABARSUUF GARGAARA.



QOPHII GANDAA FOYYEESUU

BULCHAAN GREG NICKELS FI OXIEEWAN MAGAALAA SIYAATIL GANDEEN JIJIRRAMNI DILU ITTI HIN GODHAMIN KA AMMOO GODHAMAA JIRU LAALAN FOYYEFANNI GANDEEN SADIHI KARAA MLK HADHDHAN TAJAJILAMAN BARA 2009 SHAFISANNI NI AANIS: MLK KARAA HOLLY (OTHELLO), KAABA BEACON HILL FI KAABA RAINIER VALLEY.

HUJJI BARBAACHIFTUU TANA EENUTU DALAGUTTI JIRA.

QOPHIIN GANDAA ISIN WALIIN AANSAI MALA GANDA KEESAN DHIMA ITTI BAYANII FI GANDA AKKAMII AKKA TA'UU QABU HAWWII QABDANIF HAYYUUN ISINI QLLAA KEE BIRA DHAABDHIJUF QOPHI FOYYEFAMA HAWAASAUF GODHAME IRRATTI HIRMAADHAA.



DALAGDOOTNI MAGAALAA DAMEE QOPHII FI DAGAAGINAA FI DAMMEEN GANDELEE MAGAALATTI ADEEMSA NI HORDOFAN AKKASUMA DAMEELLEE JIRU CUFU WALIN NI DALAGANI: ISANIS Seattle Parks and Recreation and the Seattle Department of Transportation (SDOT).

HOGGANTOTNI MAGAALAA KEESATTI GALII FI WAAN GANDILEE BARBAACHISU AKKA QOPHI MAGAALATTI WAA HEDDU UF KEESSA QABU WALIN WAL-MADHALLUUF NI YAALAN, KUNIS-HAWAASA, QILLEENSA EEGGANOOF, HIRRE DINAGDEE, NAGAYAA FI QABEENNA HAWAASAA.

All quotations cited on the following page derive from existing Neighborhood Plans.

KAABA Rainier Valley



"NUTI UMMATA GOSA ADDA ADDAA WAL-KEESSA MAJJAARIYAME NAANNIWA ADDAA FI QABEENNA BIFA GARA GARA KEESSA JIRAAITU."



BAKKA MLK KARAA HOLLY (OTHELLO)



"NUTI JIRAAOTTOTNI, DALDALTOTNI, FI HIRIYYOTNI GANDELEE BAKKA MLK KARAA HOLLY (OTHELLO) HA WAA SAADHADHAA, FAYYAA FI NAGAYAA UAARUU FI HORACHULUF NI BIRMANNA."

KAABA Beacon

"KAABNI Beacon Hill HAWAASA SEDHAA DHEERAA ADDAA KA GOSAA FI LAADAA ADDAATIN CALANDIFAMU."



QOPHIIN GANDAA ISIN WALIIN AANSA!

QOPHII ASII GADITTI HAWAASAUF GODHAME IRRATTI HIRMAADHAA

MLK at HOLLY STREET (OTHELLO) COMMUNITY WORKSHOP
Saturday, March 14th – 9 a.m. to 2 p.m.
Miracle Temple of god
7100 – 24th Avenue S.

NORTH RAINIER VALLEY COMMUNITY WORKSHOP
Saturday, March 21st – 9 a.m. to 2 p.m.
Franklin High School
3013 S. Mount Baker Blvd.

NORTH BEACON HILL COMMUNITY WORKSHOP
Saturday, March 28th – 9 a.m. to 2 p.m.
El Centro de La Raza
2514 – 18th Avenue S.

OLLA KAM KEESSA AKKA JIRAAUTTU HIN BEETTUU?
ITTI GAAPATAMTOOTA GANDEE NAANNOOLEE ADDA ADDAA KANNIN QUNNAMAA.

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NU QUNNAMUUF

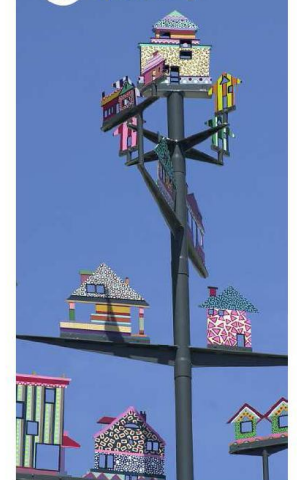
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www.seattle.gov/pd/Planning/Neighborhood_Planning/Overview/

Neighborhood Plan Updates 2009



POL -Translation

Bringing an Equity Focus to Smart Growth

Successes -- POL Outreach Model

- Planning Outreach Liaison reached thousands (outreach >2,700; attendees >1,650; workshops =80)
- POL Model is relatively low in cost
- POL Model brought new people and fresh perspectives to the “City’s” table
- A new approach to meeting venue selection
- Outreach was not only culturally more diverse than in past neighborhood planning efforts, but economically diverse as well
- Some participants engaged in a democratic process for the first time in their lives



Successes & Lessons Learned

Bringing an Equity Focus to Smart Growth

Lessons Learned -- POL Outreach Model

- Maintaining the same level of outreach and engagement during the implementation and stewardship of the neighborhood plans
- Managing community expectations
- Negotiating cultural barriers and cultural norms
- Overcoming past disappointments with government
- Time intensive process
- Limited outreach tools for those who can't read and write in their own language



Successes & Lessons Learned

Bringing an Equity Focus to Smart Growth

Barriers for the Chinese Immigrants to Participate in Civic Engagement

- **Perception or no experience in civic engagement**
- **Language and culture barriers**
- **Lack of pertinent information**
- **Busy meeting short-term needs**
- **Uncomfortable to speak in public**
- **Do not realize their rights**

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● Success of the Outreach

- Hundreds of Chinese engaged in Neighborhood Plan Update and Status Report workshops
- Some Chinese participants followed the Update process for the entire year and attended numerous meetings
- Some Chinese showed interests in continuing community engagement by attending Neighborhood Council and the Immigrant & Refugee Advisory Board
- The Chinese participants featured with social and cultural diversity



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Feedback from the Chinese Community

- Appreciated the effort of the City
- Proud to be consulted in the NPU process
- Felt respected
- Eager to attend similar meeting in the future
- The workshops widened their perspectives
- Felt closer to the City and the neighborhood
- Realized their rights and responsibilities
- Willing to work with the City to make a better neighborhood



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Workshops

- NPU phase I (city-hosted) workshop



- NPU phase II (POL-hosted) workshop at the community room of the senior housing



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Notable Story From Chinese Community

- A couple of Chinese senior residents emotionally expressed that they were very appreciative of the opportunity to experience participation in the democratic process for the first time in their lives. They were so excited when they knew the City wanted to listen to them
- An old couple didn't know how to get to the workshop venue and asked their daughter to bring them to the workshop
- A housewife asked her husband to drive her to the workshop and babysit their little kids
- A Resident Council Chairman attended the morning workshop and rushed to the airport for the afternoon flight
- An old lady gave me a key chain to thank me for invite her to the workshop
- A group of elderly formed a carpool to the workshop
- An old lady walked to the workshop with her walking aids

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Seattle's Neighborhood Planning

